

## ORDER



Orders	Order / Rev:	47256	Primary AE:	WHP-TV CBS21
	Alt Order #:	9782761 /Brad	Sales Office:	Millennium Washington DC
	Product Desc:	P-USA ACTION		MNAT
	Estimate:	1519	Sales Region:	National
	Flight Dates:	08/07/12 - 08/13/12		
	Original Date / Rev:	08/06/12 / 08/08/12		
	Order Type:	GENERAL		
Agency	Name:	Mundy Katowitz Media	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		1322 G Street, SE	Agency Commission:	15%
		Washington, DC 20003		
Advertiser	Name:	Priorities USA Action	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:15:00
	Product Codes:	Issues/Propositions	Advertiser External ID:	
	Priority:	P-1	Agency External ID:	
	Revenue Codes:	AGY, POL-ISS, GEN		

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/13/12	44	\$9,335.00	\$7,934.75	August 2012	44	\$9,335.00	\$7,934.75	0.00	
					Totals	44	\$9,335.00	\$7,934.75	0.00	

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
WHP-TV CBS21	22%	\$9,335.00
Market	100%	\$42,431.82

Competitive Share	Share	Total
EHP	1%	\$424.32
UNKWN	0%	\$0.00
WGAL	39%	\$16,548.41
WHTM	31%	\$13,153.86
WLYH	3%	\$1,272.95
WPMT	4%	\$1,697.27

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	08/07/12	08/13/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MTWTF--	:30	5	\$200.00	P-1	0.00	NM	5	\$1,000.00
N 2	WHP	08/07/12	08/13/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	5	\$275.00	P-1	0.00	NM	6	\$1,375.00

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Advertiser: Priorities USA Action  
 Product Desc: P-USA ACTION  
 Estimate: 1519

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WHP	08/07/12	08/13/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	5	\$275.00	P-1	0.00	NM	6	\$1,375.00
Spot	Ch	Date Range	Description			Start/End Time			Weekdays	Length	Rate	Rtg	Type		
4	WHP	08/07/12-08/13/12	M-F 11a-12p			11a-12p			MTWThF----	:30	(\$275.00)	0.00	NM		
			See MG 2.6.2.7 [No Avail]												
6	WHP	08/11/12-08/12/12	Sa-Su 11p-1130p News						SaSu	:30	\$175.00	0.00	NM		
	(M)	MG for 2.4 08/10	[MG within Flight]												
7	WHP	08/13/12-08/13/12	CBS This Morning						M-----	:30	\$100.00	0.00	NM		
	(M)	MG for 2.4 08/10	[MG within Flight]												
N 3	WHP	08/07/12	08/13/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$300.00	P-1	0.00	NM	5	\$1,500.00
N 4	WHP	08/07/12	08/13/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
N 5	WHP	08/07/12	08/13/12	Sa 730p-8p Sa 730p-8p	CM	730p-8p	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
N 6	WHP	08/07/12	08/13/12	Su 1130p-1230a Su 1130p-1230a	CM	1130p-1230a	-----S	:30	1	\$60.00	P-1	0.00	NM	1	\$60.00
N 7	WHP	08/07/12	08/13/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	5	\$125.00	P-1	0.00	NM	5	\$625.00
N 8	WHP	08/08/12	08/13/12	M-F 1230p-2p Soap Rotator	CM	1230p-2p	M-WTF--	:30	5	\$175.00	P-1	0.00	NM	5	\$875.00
N 9	WHP	08/07/12	08/13/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MTWTF--	:30	5	\$200.00	P-1	0.00	NM	5	\$1,000.00
N 10	WHP	08/08/12	08/13/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M-WTF--	:30	3	\$225.00	P-1	0.00	NM	3	\$675.00
N 11	WHP	08/07/12	08/13/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$250.00	P-1	0.00	NM	5	\$1,250.00
N 12	WHP	08/07/12	08/13/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
N 13	WHP	08/07/12	08/13/12	Su 11p-1130p News CBS 21 News at 11p	CM	11p-1130p	-----S	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
Totals													44	\$9,335.00	